Walk, Roger A.

From: Golisch, Jennifer L
Sent: Thursday, February 06, 2003 2:30 PM
To: Walk, Roger A.
Cc: McCormick, Brendan J.
Subject: RE: Departmental input for PMUSA JLI Communication Plan

Roger -- Please consider the media affairs "first-step" information (which Deane will provide tomorrow as part of the overall deliverable) as collective representation of external communications. Thanks.

-----Original Message-----
From: Walk, Roger A.
Sent: Thursday, February 06, 2003 8:37 AM
To: Golisch, Jennifer L
Subject: Departmental input for PMUSA JLI Communication Plan

Great. So we are rolling in an organized fashion. Thanks for letting me know.
Roger

-----Original Message-----
From: Golisch, Jennifer L
Sent: Wednesday, February 05, 2003 10:20 PM
To: Walk, Roger A.
Subject: RE: Action required: REMINDER Departmental input for PMUSA JLI Communication Plan

Roger -- I am looking forward to working together with you, and the group, on this critical project as a fully participatory member. As Deane indicated, I have been traveling (last week) and in NY attending a PM event (this week).

I am meeting tomorrow in NY with Brendan and others, and, in order to avoid redundancy I would like to forward you information following my meeting.

Thanks,
Jennifer

-----Original Message-----
From: Walk, Roger A.
Sent: Tuesday, February 04, 2003 7:34 PM
To: Golisch, Jennifer L; Turner, Henry; Desel, Paula
Subject: Action required: REMINDER Departmental input for PMUSA JLI Communication Plan

Dear colleagues,

When can I expect your input for this critical plan?

Regards,
Roger

-----Original Message-----
From: Walk, Roger A.
Sent: Wednesday, January 29, 2003 4:51 PM
To: McCormick, Brendan J.; Mitola, Michele; Gross, Deane; Golisch, Jennifer L; Turner, Henry; Katzenmeyer, Thomas A.; Garguilo, Thomas M.; Desel, Paula; Griffin, William T.; Lau, Raymond W.
Subject: Action required: Departmental input for PMUSA JLI Communication Plan

Dear colleagues,

After sending out my email dated Jan. 27, 2003, to invite you to this important coordination effort, we had several discussions and email exchanges with some of you indicating that we agree basically on the process that was proposed to put together the coordinated external communication Master Plan for ACCORD JLI and present it to the Senior Team.

Source: https://www.industrydocuments.ucsf.edu/docs/pxdk0001

At the NPC this Monday several important decisions were made re: the launch and its timing. We now need to define the milestones for the key communication pieces and fit them into the timeframe that has been defined in that meeting. Two important 'cornerstones' for the external communication are the **'Sell-in milestone'** planned for **May 26, 2003** and the **'Start to sell to consumer milestone'** planned for **June 30, 2003.**

In order to achieve the first step of the plan coordination, you are asked to provide the following input/information about your departments ACCORD-JLI EXTERNAL COMMUNICATION plan:

- (1) Who are the external audiences/stakeholders your department has primary communication accountability for?
- (2) Who are the external audiences/stakeholders for which your department supports communication activities, but other departments have a primary accountability for?
- (3) What is/are the communication objective(s) for your department (re: Accord-JLI)?
- (4) What are the key 'media' or activities you plan to use for communicating to your audiences/stakeholders?
- (5) What are the key input materials you need from other departments in order to execute your communication plan?
- (6) What are the key milestones you would like to see displayed on the Master Plan timeline?
- (7) What is your current understanding of the dates for those key milestones?

Please make sure that the key milestones represent communication milestones and are explained sufficiently for everyone to be able to see the elements of communication activities they represent. As an example: A milestone 'Sell-In Meeting' may be understood by the Marketing folks to mean several communication activities which are not obvious to RD&E folks who understand that there is a Sales meeting where our sales force hears about the product and the claims. Please don't use jargon that is not known to all involved.

As always feel free to provide additional information you feel relevant for putting this master communication plan together.

Michele, Deane, Brendan, and Jennifer: could you coordinate your input for Corporate Affairs as a Department? Tom G. and Tom K. could you do this for Marketing as well?

I would appreciate it, if you could share this information with me by Monday, Feb. 3, 2003 EOB. Please let me know ASAP if you cannot meet this deadline. I will set up a conference call for the team to discuss the result of our 'collection' by the end of next week.

Please call me if you have any comments/suggestions to get this done in the best possible way.

PS. Dean, I am aware of your suggestion to extend the Master Communication Plan to include internal communication also . If you want to contribute the respective information for this as well, that would be great. At this time we do not have the mandate to develop a plan that includes that set of stakeholders, but we can attach it if we wish.

Best regards,
Roger

Source: https://www.industrydocuments.ucsf.edu/docs/pxdk0001